



Fire Department

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**MEDIA ADVISORY
PROJECT ZERO
FAMILY SAVED BY WORKING SMOKE DETECTOR**

For Immediate Release

January 31, 2006

At 2:41 am on January 31, 2006 the Milwaukee Fire Department responded to a report of a fire at 6528 W. Wilbur Ave. Upon arrival fire units found a basement fire in a single story, single family residence. The first arriving officer talked to an occupant who stated the smoke detector going off awoke him and he got everyone out of the home. With this information the fire crews were able to concentrate on extinguishing the fire. The fire was contained to the basement with smoke damage in the entire residence.

With out the early detection of the smoke detector the outcome of this fire could have been completely different. The family is alive today due to the operation of a \$10 detector. The total damage to the residence was \$20,000. The home has an assessed building value of \$142,400 which only had \$10,000 damage to the structure.

An incident like this one is what *Project Zero* is all about. No fatalities, no injuries and minimal damage from a house fire at 2:41 in the morning, all due to a properly placed and operating smoke detector.

If any media outlet would like assist the department and have an interview with a member of the department relating to these issues or any other fire safety issues please feel free to call Lieutenant Brian O 'Connor at (414)-286-8968.